

CONTRACT



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 565129 /		<u>Alt Order #</u> 09780463
<u>Product</u> JOE COORS CO-7		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u> 2729
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 07/31/12 / 08/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KDVR	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 61.40
<u>IDB#</u>	<u>Advertiser Code</u> 228	<u>Product Code</u> 410
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Totals Spots Amount	
N 1	31	09/04/12	09/04/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$450.00	1.10			
N 2	31	09/05/12	09/05/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----				1	\$450.00	1.10			
N 3	31	09/06/12	09/06/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$450.00	1.10			
N 4	31	09/07/12	09/07/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$450.00	1.10			
N 5	31	09/10/12	09/10/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$450.00	1.10			
N 6	31	09/04/12	09/04/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$450.00	1.20			
N 7	31	09/05/12	09/05/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----				1	\$450.00	1.20			
N 8	31	09/06/12	09/06/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$450.00	1.20			
N 9	31	09/07/12	09/07/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$450.00	1.20			
N 10	31	09/10/12	09/10/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$450.00	1.20			
N 11	31	09/04/12	09/04/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$400.00	0.80			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

<u>Contract / Revision</u>	<u>Alt Order #</u>
565129 /	09780463

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/10/12	JOE COORS CO-7	2729

<u>Advertiser</u>	<u>Original Date / Revision</u>
Coors/R/Congress	07/31/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 12	31	09/05/12	09/05/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----				1	\$400.00	0.80			
N 13	31	09/06/12	09/06/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$400.00	0.80			
N 14	31	09/07/12	09/07/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$400.00	0.80			
N 15	31	09/10/12	09/10/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$400.00	0.80			
N 16	31	09/09/12	09/09/12	FOX News Sunday	9a-10a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$150.00	0.50			
N 17	31	09/04/12	09/04/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$400.00	1.00			
N 18	31	09/06/12	09/06/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$400.00	1.00			
N 19	31	09/08/12	09/08/12	News Sa 530-6p	530p-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$200.00	1.10			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	31	09/03/12-09/09/12	News Sa 530-6p	530p-6p	-----Sa--	:30	\$200.00	1.10	NM		
		See MG 19.2											
		2	31	09/04/12-09/10/12	Good Day Colorado	8a-9a	MTuWThF----	:30	\$200.00	1.10	NM		
		Ⓜ MG for 19.1 09/08											
N 20	31	09/09/12	09/09/12	News Sunday 5p-530p	5p-530p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$200.00	1.40			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	31	09/03/12-09/09/12	News Sunday 5p-530p	5p-530p	-----Su	:30	\$200.00	1.40	NM		
		See MG 20.2											
		2	31	09/03/12-09/09/12	Sun 6p-630p	6p-630p	-----Su	:30	\$200.00	1.40	NM		
		Ⓜ MG for 20.1 09/09											
N 21	31	09/09/12	09/09/12	News Su 530-6p	530p-6p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$200.00	1.10			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	31	09/03/12-09/09/12	News Su 530-6p	530p-6p	-----Su	:30	\$200.00	1.10	NM		
		See MG 21.2											
		2	31	09/03/12-09/09/12	Sun 630p-7p	630p-7p	-----Su	:30	\$200.00	1.10	NM		
		Ⓜ MG for 21.1 09/09											
N 22	31	09/08/12	09/08/12	College Football on	1p-cc		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				2	\$1,200.00	3.50			
N 23	31	09/09/12	09/09/12	NFL on FOX 2pm	2p-CC		:30				NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

<u>Contract / Revision</u> 565129 /		<u>Alt Order #</u> 09780463
<u>Contract Dates</u> 09/04/12 - 09/10/12	<u>Product</u> JOE COORS CO-7	<u>Estimate #</u> 2729
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 07/31/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals SpotsAmount	
												1	\$2,500.00
N 24	31	09/09/12	09/09/12	NFL/Postgame	2p-12a		:30				NM	1	\$2,500.00
Week:		09/03/12	09/09/12	-----S				1	\$5,500.00	12.50			
N 25	31	09/05/12	09/05/12	M-F LN 9p-930p News	9p-930p		:30				NM	1	\$875.00
Week:		09/03/12	09/09/12	-----S				1	\$2,500.00	5.50			
N 26	31	09/07/12	09/07/12	M-F LN 9p-930p News	9p-930p		:30				NM	1	\$875.00
Week:		09/03/12	09/09/12	--W----				1	\$875.00	3.00			
N 27	31	09/08/12	09/08/12	Sa LN 9p-930p	9p-930p		:30				NM	1	\$500.00
Week:		09/03/12	09/09/12	-----S-				1	\$500.00	2.30			
N 28	31	09/08/12	09/08/12	Sa LN 930p-10p	930p-10p		:30				NM	1	\$400.00
Week:		09/03/12	09/09/12	-----S-				1	\$400.00	1.80			
N 29	31	09/09/12	09/09/12	Su LN 9p-930p	9p-930p		:30				NM	1	\$1,000.00
Week:		09/03/12	09/09/12	-----S				1	\$1,000.00	2.60			
N 30	31	09/05/12	09/05/12	TMZ	1035p-1105p		:30				NM	1	\$450.00
Week:		09/03/12	09/09/12	--W----				1	\$450.00	0.70			
N 31	31	09/07/12	09/07/12	TMZ	1035p-1105p		:30				NM	1	\$450.00
Week:		09/03/12	09/09/12	----F--				1	\$450.00	0.70			
N 32	31	09/10/12	09/10/12	TMZ	1035p-1105p		:30				NM	1	\$450.00
Week:		09/10/12	09/16/12	M-----				1	\$450.00	0.70			
N 33	31	09/04/12	09/04/12	Good Day Colorado	8a-9a		:30				NM	1	\$250.00
Week:		09/03/12	09/09/12	-T-----				1	\$250.00	0.00			
N 34	31	09/05/12	09/05/12	Good Day Colorado	8a-9a		:30				NM	1	\$250.00
Week:		09/03/12	09/09/12	--W----				1	\$250.00	0.00			
Totals										61.40		35	\$23,950.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	35	\$23,950.00	\$20,357.50
Totals	35	\$23,950.00	\$20,357.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.